



WPTV

# ORDER

Print Date 10/12/12

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Flight Dates **10/22/12-10/28/12**

Contract / Revision      **314611 /**

Original Date / Revision  
10/12/12    10/12/12

Advertiser **Floridians for Integrity in Go**

Agency    **McLaughlin & Associates**

Buying Contact

**919 Prince Street  
Alexandria, VA 22314**

Product

**Floridians for Integrity in Governm**

Agency Com    15%

Billing Contact

**919 Prince Street  
Alexandria, VA 22314**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **582**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL            POL            ISS

Product Codes   PL

Priority               P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	21	\$39,695.00	\$46,700.00	0.00
<b>Totals</b>	<b>21</b>	<b>\$39,695.00</b>	<b>\$46,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	21	\$39,695.00	\$46,700.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/22/12	10/28/12	M-F 10-11a M-F 10-11a	CM	10-11a	- 1- 1- - -	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1- 1- - -	2		\$1,500.00		0.00						
N 2	WPTV	10/22/12	10/28/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1- 1- 1- -	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	1- 1- 1- -	3		\$650.00		0.00						
N 3	WPTV	10/22/12	10/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	11- - - - -	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00



**WPTV**

Print Date: 10/12/12

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Contract / Revision    **314611**    Flight Dates **10/22/12-10/28/12**

Hiatus Dates

Original Date / Revision    10/12/12/    10/12/12

Order Sep    00:20:00

Advertiser    **Floridians for Integrity in G** Product **Floridians for Integrity in G** Estimate #    **582**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/22/12	10/28/12	M-F 5-530p M-F 5-530p	CM	5-530p	11-----	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11-----					2	\$2,000.00		0.00			
N 4	WPTV	10/22/12	10/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	--11---	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--11---					2	\$2,000.00		0.00			
N 5	WPTV	10/22/12	10/28/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$4,000.00	P-2	0.00	NM	5	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	11111--					5	\$4,000.00		0.00			
N 6	WPTV	10/22/12	10/28/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	-1-1---	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1-1---					2	\$3,000.00		0.00			
N 7	WPTV	10/22/12	10/28/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$1,000.00		0.00			
N 8	WPTV	10/22/12	10/28/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$2,000.00		0.00			
N 9	WPTV	10/22/12	10/28/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$2,500.00		0.00			
N 10	WPTV	10/22/12	10/28/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$750.00		0.00			
N 11	WPTV	10/22/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
Totals													21	\$46,700.00	